



2023



**SPONSORSHIP
OPPORTUNITIES**
Become Our Community Partner



City of Phoenix

PARKS AND RECREATION DEPARTMENT

Building healthy communities through parks, programs, and partnerships



Sponsor the City of Phoenix

Fabulous Phoenix 4th Celebration



The City of Phoenix Parks and Recreation Department has the honor and privilege of producing family events that enhance our quality of life and bring vitality to our community. This year, the award-winning Fabulous Phoenix 4th will bring the community together to celebrate America's independence with a good old-fashioned evening of fireworks thanks to our sponsors who make it all possible.

Our long history of success attracts over **80,000 participants** each year to this FREE civic event!

The 35th annual celebration will be held on Tuesday, July 4, 2023 at Steele Indian School Park from 6 p.m. to 10 p.m.

The Fabulous Phoenix 4th offers a prime opportunity to reach a vibrant, growing young adult and young family market. In addition to the marketing opportunities, we seek promotional partnerships with valley media companies to promote the event and to provide tangible market value to our sponsorship partners. We fully understand the need for accountability in promotional spending and are confident you will find an outstanding return on investment in the Fabulous Phoenix 4th!





Festival Highlights

- HERITAGE STAGE entertainment featuring multicultural experiences
- LAKE STAGE entertainment featuring multicultural experiences
- 50+ BOOTHS of tasty festival FOOD, MERCHANDISE, CRAFTS & displays
- PAC LAND area filled with rides and activities for kids of all ages
- TEENZONE
- CLASSIC CAR exhibit
- VETERANS VILLAGE featuring resources for our Arizona Veterans
- Amazing FIREWORKS display with over 7,800 aerial effects at 9:15 p.m

The Fabulous Phoenix 4th offers a prime opportunity to reach a vibrant, growing young adult and young family market.

There are many opportunities to become a Community Partner and Sponsor of the Fabulous Phoenix 4th Celebration. Attached is a list of the opportunities to help make this FREE civic event a continued success. Any of the sponsorship packages can be adapted to meet your marketing or budget needs.

In addition to the massive one-on-one marketing opportunities, we seek promotional partnership with valley media companies to promote the event and to provide tangible MARKET VALUE to our sponsorship PARTNERS. We fully understand the need for accountable in promotional spending. We are confident you will find an OUTSTANDING RETURN on investment in the Fabulous Phoenix 4th!

Thank you for your consideration and we look forward to hearing from you!

ZONE TITLE SPONSORSHIP- \$10,000



- Sponsor representation on-site and in pre-show promotion and marketing, press release and public relations.
 - Name/logo on large sponsor tower and prominent locations
 - Name/logo on event website and social media
 - Name mention in City of Phoenix press releases sent to virtually all media outlets in metro Phoenix.
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Heritage and Lake Stage
- Premium exhibit space at the event for marketing and signage
- 10 tickets for the prime back-stage fireworks viewing area
- 5 sponsor parking passes



RED SPONSORSHIP- \$5,000

- Sponsor representation on-site and in pre-show promotion and marketing, press release and public relations.
 - Name/logo on sponsor tower
 - Name/logo on event website and social media
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Heritage and Lake Stage
- Premium exhibit space at the event for marketing and signage
- 5 tickets for the prime back-stage fireworks viewing area
- 3 sponsor parking passes



WHITE SPONSORSHIP- \$2,500

- Sponsor representation on-site and in pre-show promotion and marketing, press release and public relations.
 - Name/logo on sponsor tower
 - Name/logo on event website and social media
 - Name mention in e-mail promotional piece to more than 50,000 account holders in the Phoenix recreation class database
 - Name mention on the Heritage and Lake Stage
- Exhibit space at the event for marketing and signage
- 2 tickets for the prime back-stage fireworks viewing area
- 1 sponsor parking



BLUE SPONSORSHIP- \$1,500

- Sponsor representation on-site and in pre-show promotion and marketing, press release and public relations.
 - Name/logo on Veterans Village sponsor tower
 - Name/logo on event website and social media
- Exhibit space at the event for marketing and signage
- 1 sponsor parking pass



Sponsorship Commitment form

Yes, Count us In!

WE would like to be a sponsor for the Fabulous Phoenix 4th event!

Sponsorship Level:

- ☐ Zone Title Sponsorship- \$10,000
- ☐ Red Sponsorship- \$5,000
- ☐ White Sponsorship- \$2,500
- ☐ Blue Sponsorship- \$1,500



Supporting donation of: \$

Contact Name:

Business Name:

Address:

City:

State:

Zip:

Phone:

Email:

Method of Payment:

- ☐ Please send me an invoice
- ☐ Enclosed is a full payment in the form of a check in the amount of:

*(Checks are to be made payable to **Phoenix Parks Foundation**)*

This form and payment can be mailed to:

City of Phoenix Parks and Recreation Department
Fabulous Phoenix 4th
2700 N. 15th Ave.
Phoenix, AZ 85007



Thank you for your consideration! Responses are needed by **Friday, June 16, 2023.**

If you have any questions, please reach out to Chris Yanez at chris.yanez@phoenix.gov and Tammy Parker at tammy.parker@phoenix.gov